



# Export Strategies, Tools, and Techniques Seminar

**Are you an established company seeking new markets? Do you have products with big potential? Have you been considering exporting but don't know where to start?**

*If so, the U.S. Export Assistance Center, U.S. Department of Commerce, and the U.S. Small Business Administration would like to see you at:*

A day-long seminar dedicated to taking the guesswork out of international trade. To help established businesses develop an export market, to provide occasional exporters with tools to grow their international business, and to provide current exporters with a forum for special issues and staff skill building.

## **Seminar Agenda**

### **Developing an Export Plan**

Assists your company in constructing the key elements in international business marketing & business plan and provides the basic tools necessary to make strategic decisions, for example deciding between direct and indirect approaches to export business development.

### **Identifying and Selecting International Markets and Partners**

Our specialists will help you understand the important elements of distribution agreements and provide experienced advice concerning the characteristics of effective partnering and contracts.

### **Pricing and Payment Options**

We will show you how to develop efficient strategies for pricing your products and provide information and expertise concerning INCO terms and Pro Forma Invoice use. We will discuss the development of a credit policy and various payment options, along with providing advice on how to establish positive bank relationships. You will create an individualized payment method plan and process for risk assessment.

### **Export Shipping and Export Controls/Compliance**

Practitioners will provide information on how to select a Harmonized System (HS) Code for your products, completing the Shipper's Export Declaration through new federally-mandated AES electronic filing, guidance on preparing other export documentation, and a detailed overview of U.S. Government Export controls and related compliance issues.



## **Export Strategies, Tools and Techniques Seminars**

**Portland September 8, 2005**

**Salem October 2005**

**Eugene February 2006**

**Grants Pass March 2006**

**Bend June 2006**

**Portland May 2006**

**Locations to be announced**

Contact:

Trade Specialist Jennifer Woods

Email: [Jennifer.woods@mail.doc.gov](mailto:Jennifer.woods@mail.doc.gov)

Phone: 503-326-5290

U. S. Export Assistance Center  
U.S. Department of Commerce  
U.S. Small Business Administration  
One World Trade Center, Suite 242,  
121 Salmon Street, Portland, OR 97204

U.S. Small Business Administration



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